

CHAPTER ONE

INTRODUCTION

Background of the Study

Nowadays we can see a lot of advertisements in magazines, newspapers, and on television. There are two kinds of advertisements. The first one is written advertisements: we can find these advertisements in magazines, newspapers and posters. The second one is electronic advertisements: we can find these advertisements on television and radio. Advertisement can be a way of communication; this means that through advertisements producers can deliver the message to customers in order to promote the product and the service so as to get maximum selling.

Advertisement and advertising are ways to promote products or services. Advertisement is a form of communication whose purpose is to inform customers about products and services, and how to obtain and use the products or services. Advertisements often contain both factual information and persuasive messages. (www.wikipedia.com)

Advertisement functions as a means of communication. Advertisement is a way to persuade people to do things, such as buying or using a product and voting for someone. Advertisement can also be a way to inform of or launch products and services (Stewart 235). So, through advertisements, the producer can promote

products or services. The scriptwriters usually present their message briefly and in an eye-catching way for the written advertisements, such as in magazines and newspapers. They make it short and “jingly” for electronic advertisements, such as on television and radio. (Aitchison 146) Thus, advertisements can also be considered a form of entertainment through their pictures and language. Both pictures and language can make advertisement fun and attractive.

Slogan is a part of language that is used in an advertisement to make an advertisement more interesting. Slogan is an important factor to make the advertisement better known. Slogan uses simple language and allusion. Slogan can help people to know about the product or service, so people who read or see the slogan can remember the product or service in the advertisement. Slogan can also attract consumers to buy the product: when the readers read or hear the slogan, they can be curious about the slogan, especially if the slogan contains ambiguous expressions. The use of particular words or expressions is meant to make the product or service well remembered.

However, some slogans in advertisements contain words or expressions that are ambiguous. I find that the use of ambiguous expressions in advertisements is interesting and challenging. It is interesting because the expressions can attract people to pay attention to the advertisement. Ambiguous expressions can also be challenging, owing to the fact that interesting expressions can make the readers want to know what the real meaning is. Ambiguous expressions in the advertisement slogans can lead people to have different interpretations about the real meaning. That is why I want to search for the real meanings of the expressions, so as to avoid misinterpretation between scriptwriter(s) and consumer.

Considering the above explanation, I am challenged to focus on analysing ambiguous expressions. The topic of my thesis is **ambiguous expressions in**

advertisement slogans. The reason why I choose this topic is that I am interested in advertisements. I am interested in advertisements because advertisements are familiar to most people. In my opinion, advertisements use pictures and language that make the product or service interesting. And through advertisement we can know about the product or service.

I have two reasons why I choose ambiguous expressions in advertisement slogans to be discussed as my topic. First, I want to know why some scriptwriters use ambiguity in their advertisement slogans. And the second reason is because some advertisements use words or expressions with double meanings that make the readers confused. So I think it is important for the readers to know what ambiguity is and to understand what the scriptwriters mean.

The significance of my topic is to help the readers not take the expression literally when they read an advertisement slogan, in other words, to have critical thinking. In this way, there will be less different interpretations between the real meaning of the expression and the reader's interpretation.

The linguistic area of my topic belongs to Semantics. And the approach I use is Pragmatics. The method of research in gathering the data that I use is library research. I choose library research because I use written data and some theories to analyze the data. The written data is advertisements which are taken from magazines, newspapers and the Internet.

Statement of the Problem:

1. Which part of the advertisement slogan contains ambiguity ?
2. What kinds of ambiguity are found in the advertisement slogans ?
3. What are the possible interpretations of the ambiguities ?
4. What is the real meaning based on the context of the advertisement ?

Purpose of the Study:

1. To show the part of the slogan that has an ambiguous expression.
2. To classify what kinds of ambiguity are found in the data.
3. To show the possible interpretations of the slogan.
4. To show the real meaning based on the context.

Methods of Research:

The data is taken from magazines, newspapers and Internet in the form of written data. First of all, I find the advertisement slogans that have ambiguous meanings in some magazines, newspapers and on the Internet based on the Semantics theory then I analyze the possible interpretations, and, lastly, I find the real meaning of the expressions.

Organization of the Thesis:

This thesis is divided into four chapters. The first chapter, the Introduction, includes the Background of the Study, Statement of the Problem, Methods of Research and Organization of the Thesis. I present the theoretical framework, which is the explanation about the theory that I use to explain and discuss the data, in the second chapter. In the third chapter, I present the data, analysis and interpretation of the data. In the fourth chapter, I present the conclusion, what is obtained from the research and my opinions based on the analysis and interpretation. There is also the Bibliography, which consists of the sources of information.